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California - Expositions
Reference

PAGEANT OF THE PACIFIC

GOLDEN GATE
International
EXPOSITION

OFFICIAL
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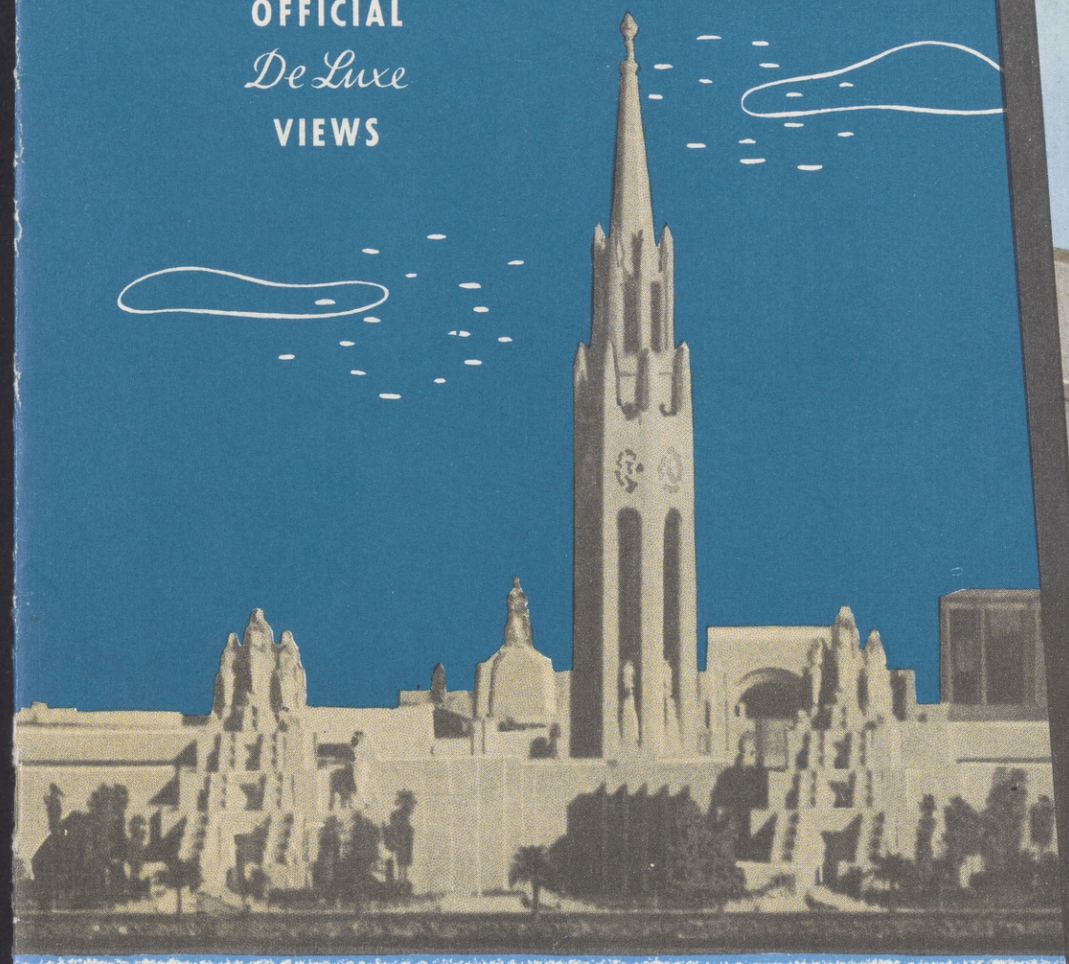
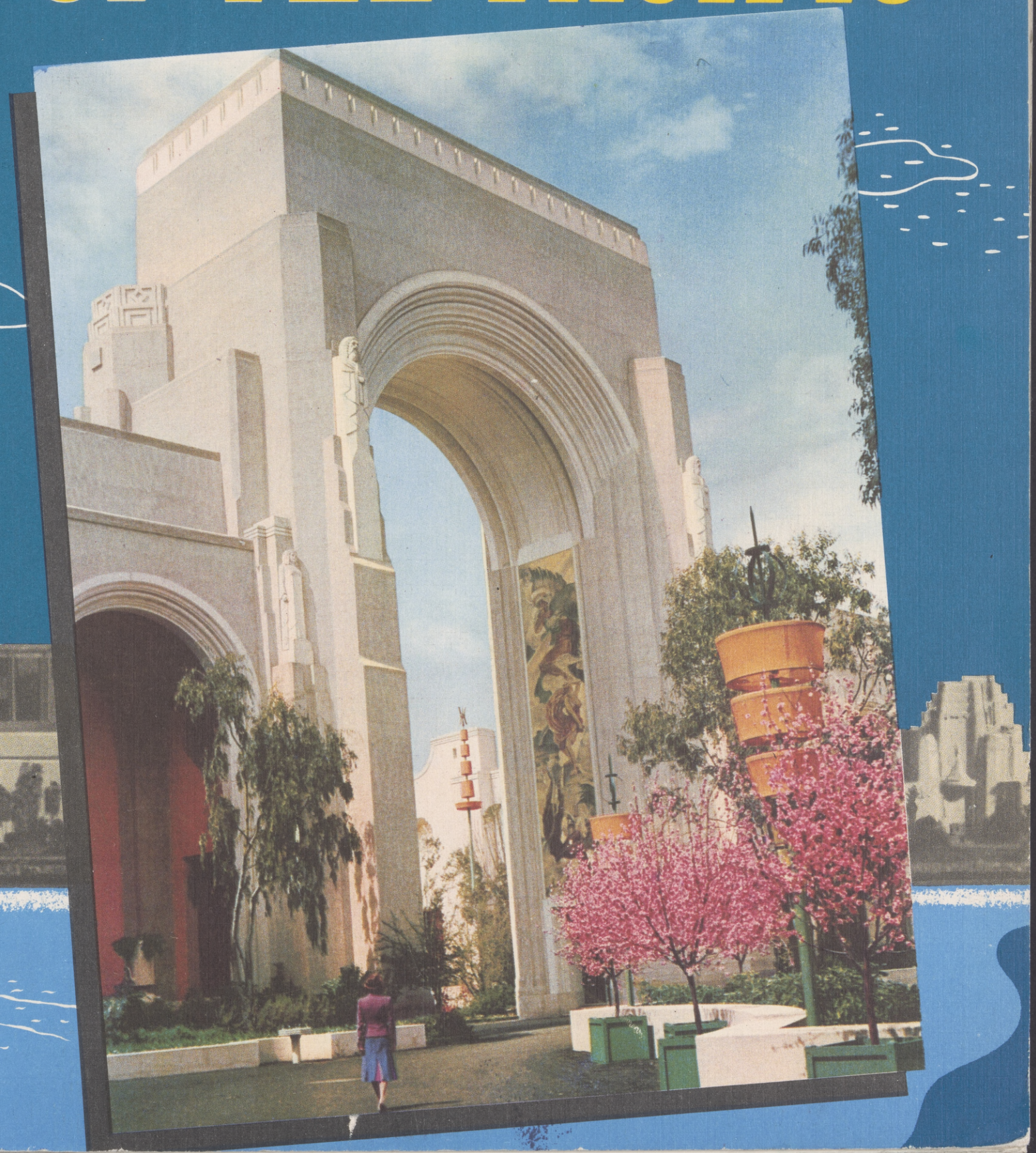
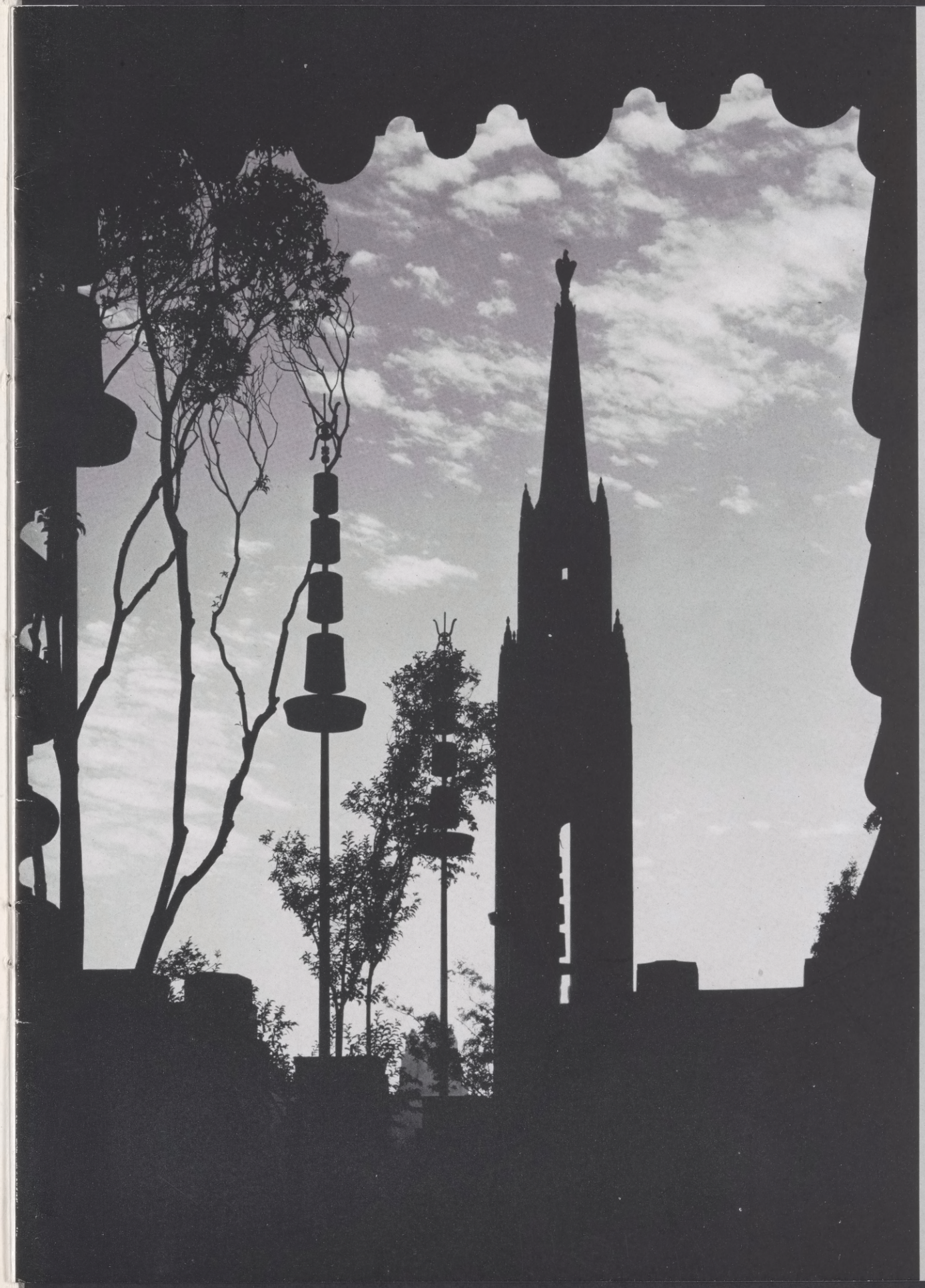
VIEWS



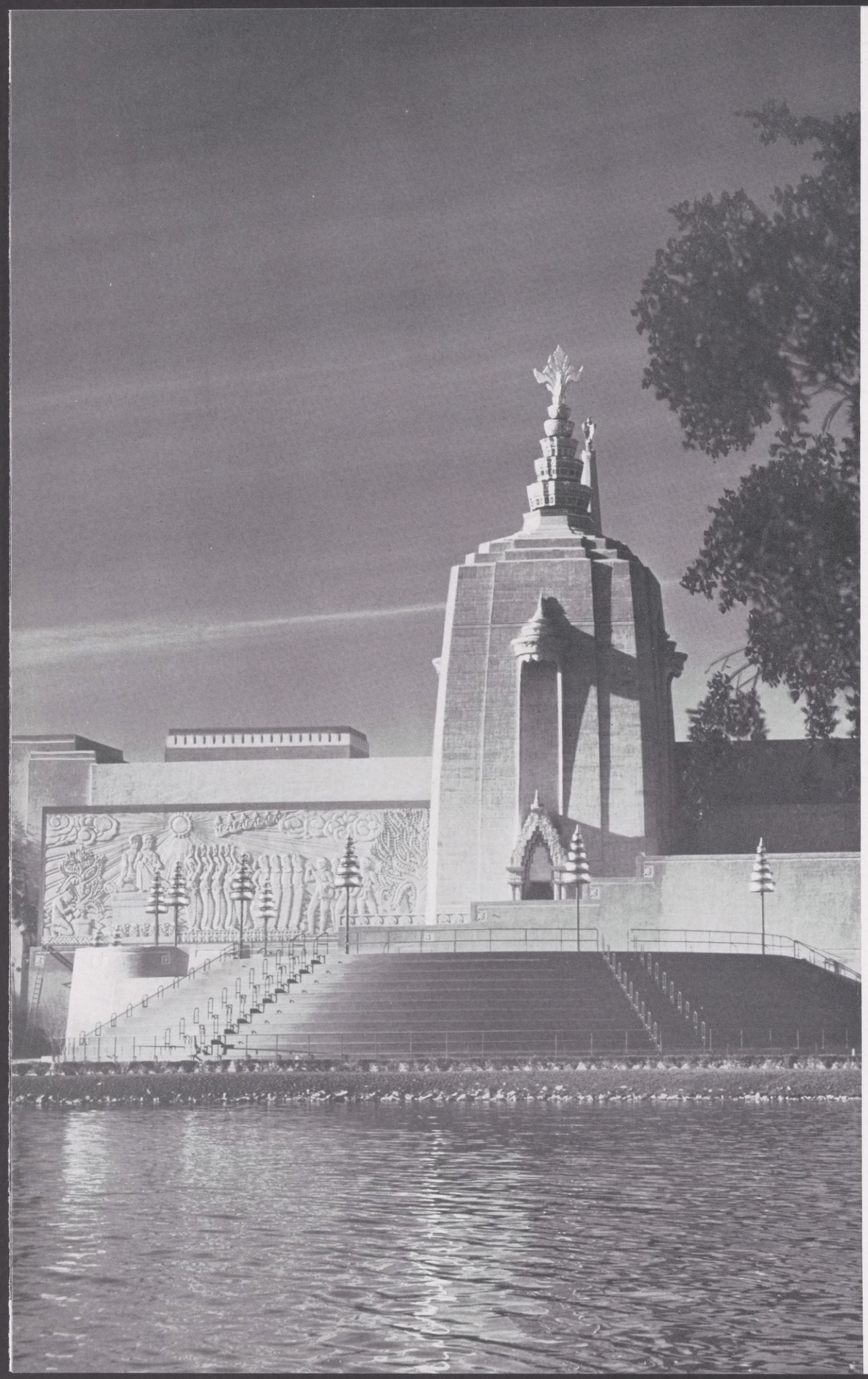


WORLD'S FAIR
ON SAN FRANCISCO BAY



On Treasure Island is the Golden Gate International Exposition – brilliant with drama of America and legendary glamour of Pacific nations. In these pages is gathered the pictorial beauty of this Magic City – a Pageant of the Pacific at America's gateway to the Orient.

Towering Pacifica . . . colossal theme statue of the Golden Gate International Exposition . . . is a monumental symbol of the unity of the mystic Orient and the busy Occident in the Pageant of the Pacific. Greeting travelers of all nations to Treasure Island, Pacifica majestically guards the portals of the Exposition's great outdoor spectacle, "Cavalcade of the Golden West."



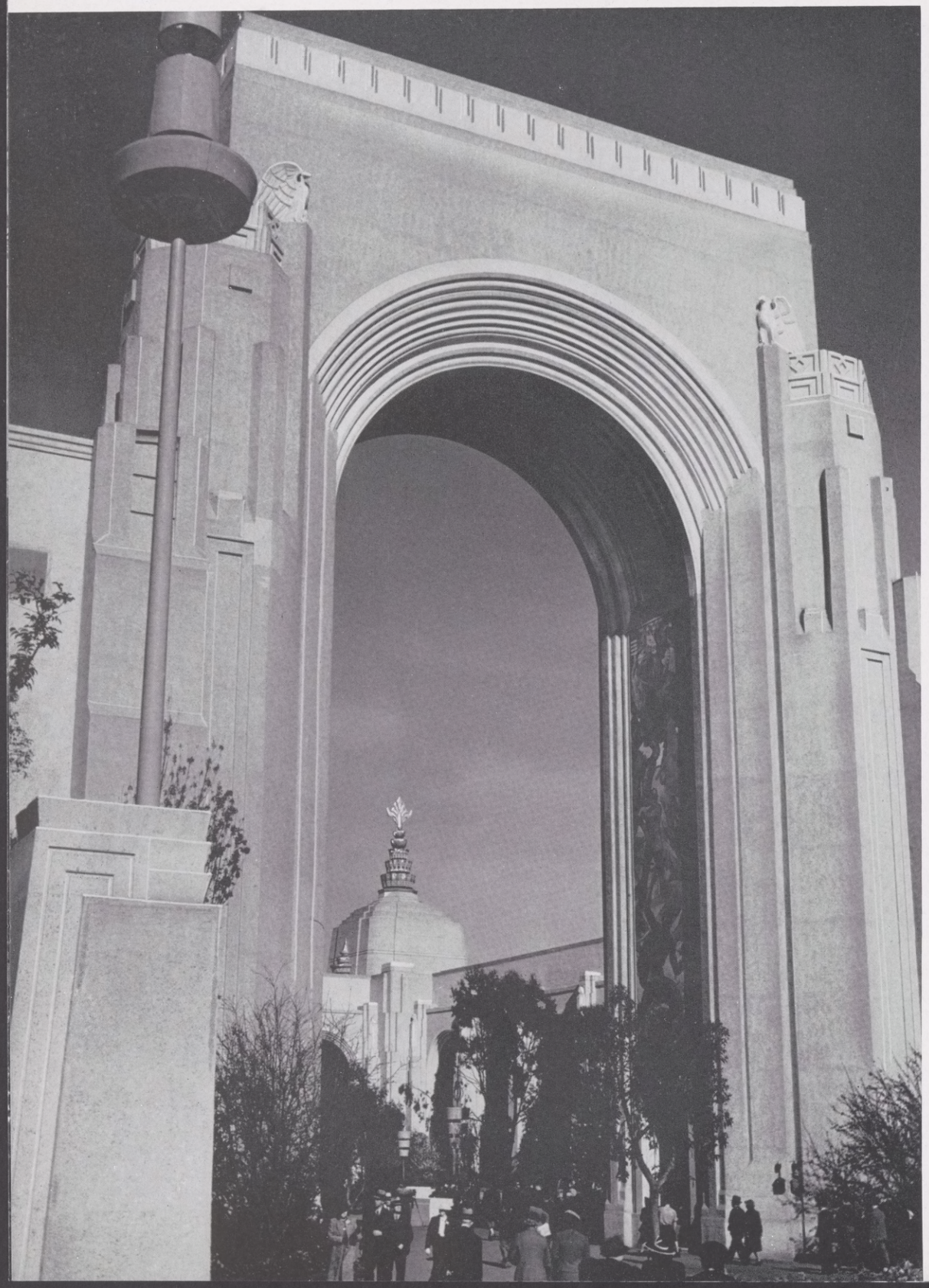
Below the exotic Temple of the East, facing the Lake of Nations, is a golden bas-relief, the Dance of Life. Again, at the Fair's main gateways, impressive Elephant Towers greet visitors to Treasure Island.

Fiesta Year in the West is climaxed with the dramatic pageantry of Treasure Island, built from the depths of San Francisco Bay as a setting for the Golden Gate International Exposition. Here is a Fair of unique Pacific design, erected on the world's largest man-made island. Later, it becomes an airport, linking America and the Orient. In detail, the Court of Pacifica bears out the Fair's theme of East and West.

Glamour marks the Court of Pacifica, with its majestic mural of the Peace-Makers, an heroic bas-relief symbolizing the unity of East and West. Throughout gardened courts on Treasure Island are the brilliant murals of famed American artists bearing out in colorful design the age-old legends, the modern achievements and the future aspirations of the Pageant of the Pacific theme.

The saga of maritime history on the Pacific Ocean is wrought in the magnificent Court of the Seven Seas, with its sculptured array of galleons and waving banners leading to the Tower of the Sun.

In dramatic salute to Western achievement is the majestic Arch of Triumph, while beyond the Court of Honor is the panorama of San Francisco's skyline, its famed Embarcadero and green, turreted hills.



Breath-taking beauty lingers in the gleam of golden fountains and moonlight blue towers, as the magic of nighttime illumination casts its spell over Treasure Gardens, near the Port of the Trade Winds.

Red-tiled roofs and tropical palms mingle with the fiesta spirit of Latin-America in the Fair's Court of Hispania. Here is the gay music and friendly welcome of Central and South American pavilions.

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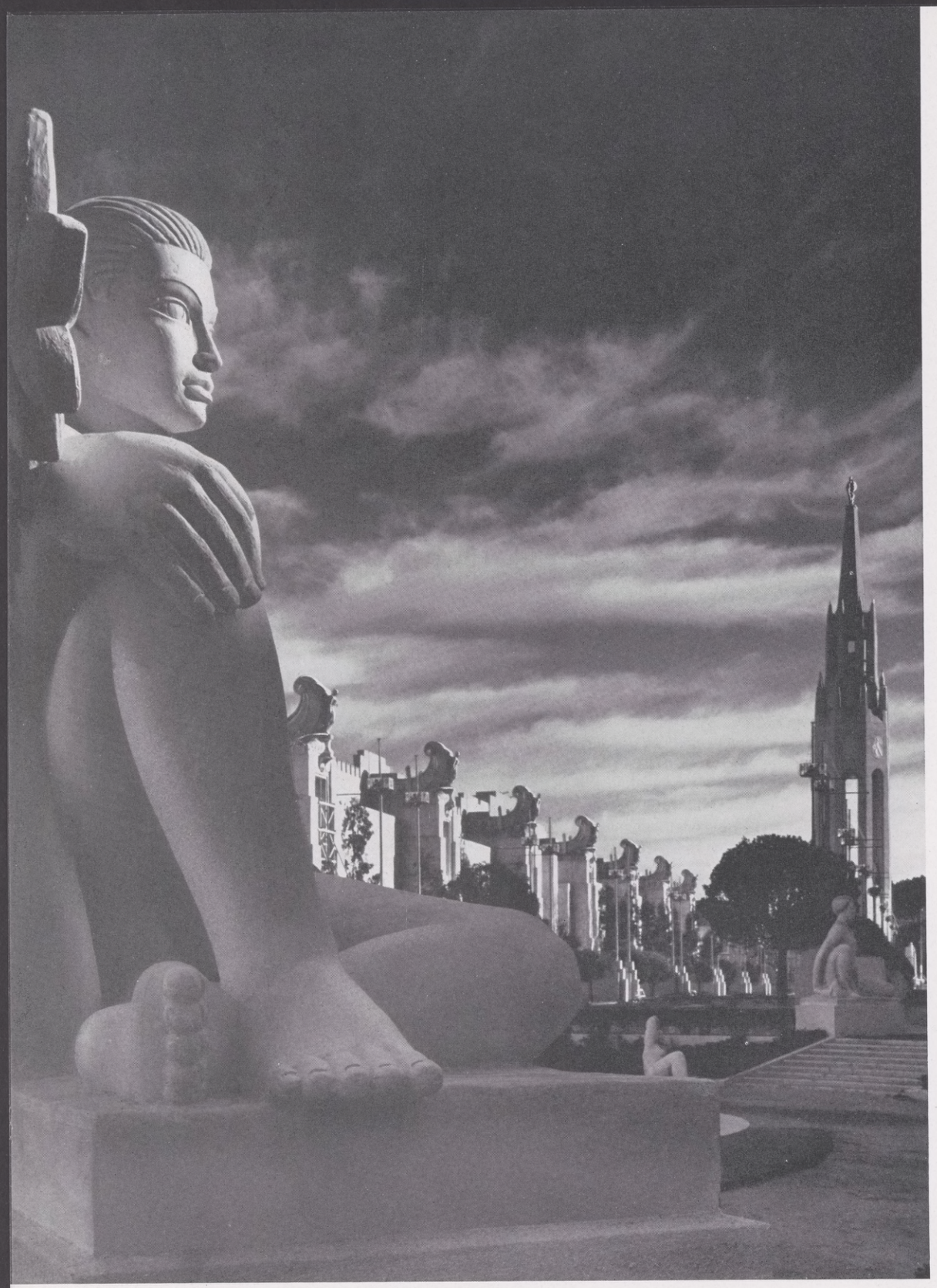
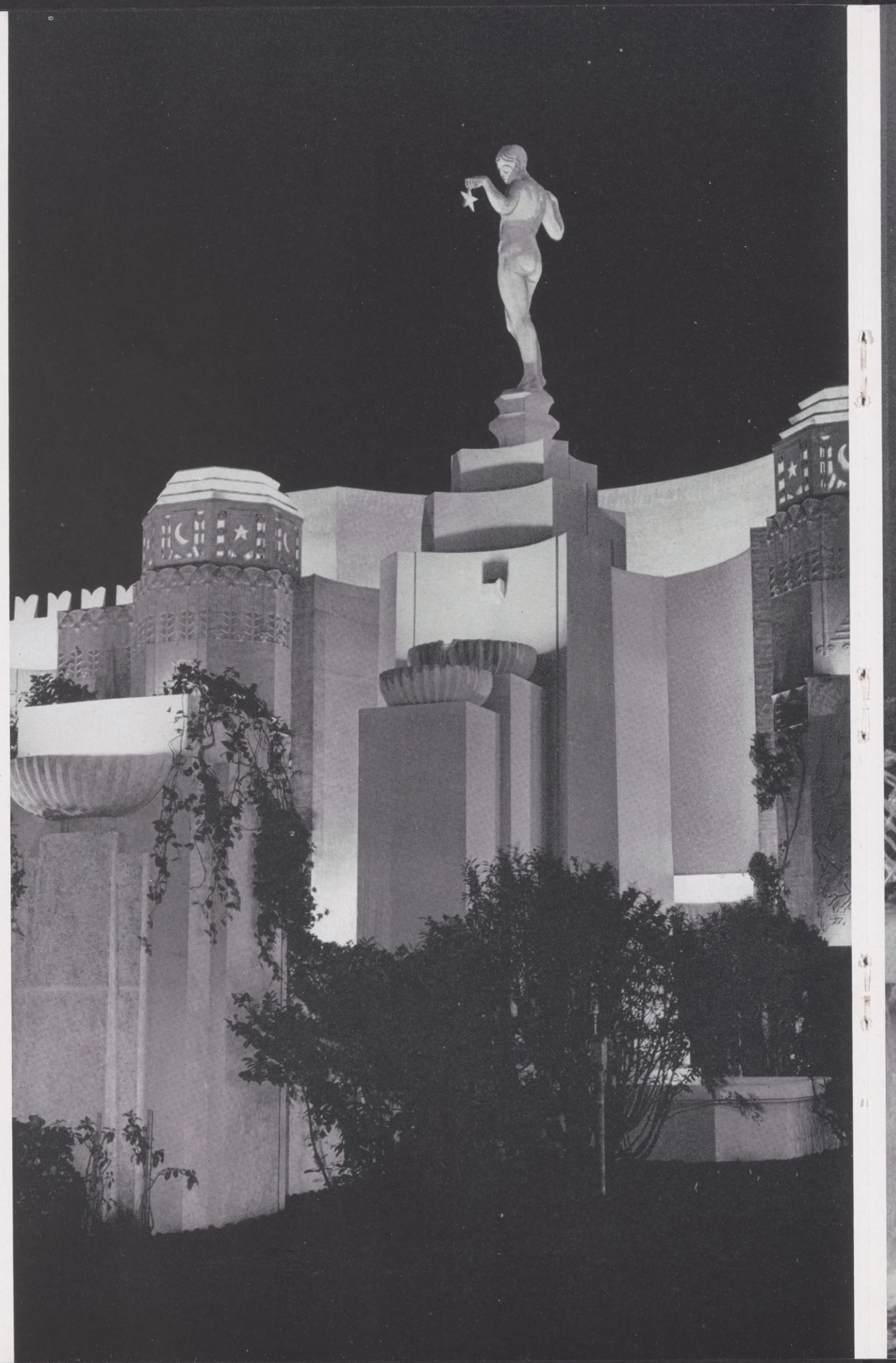
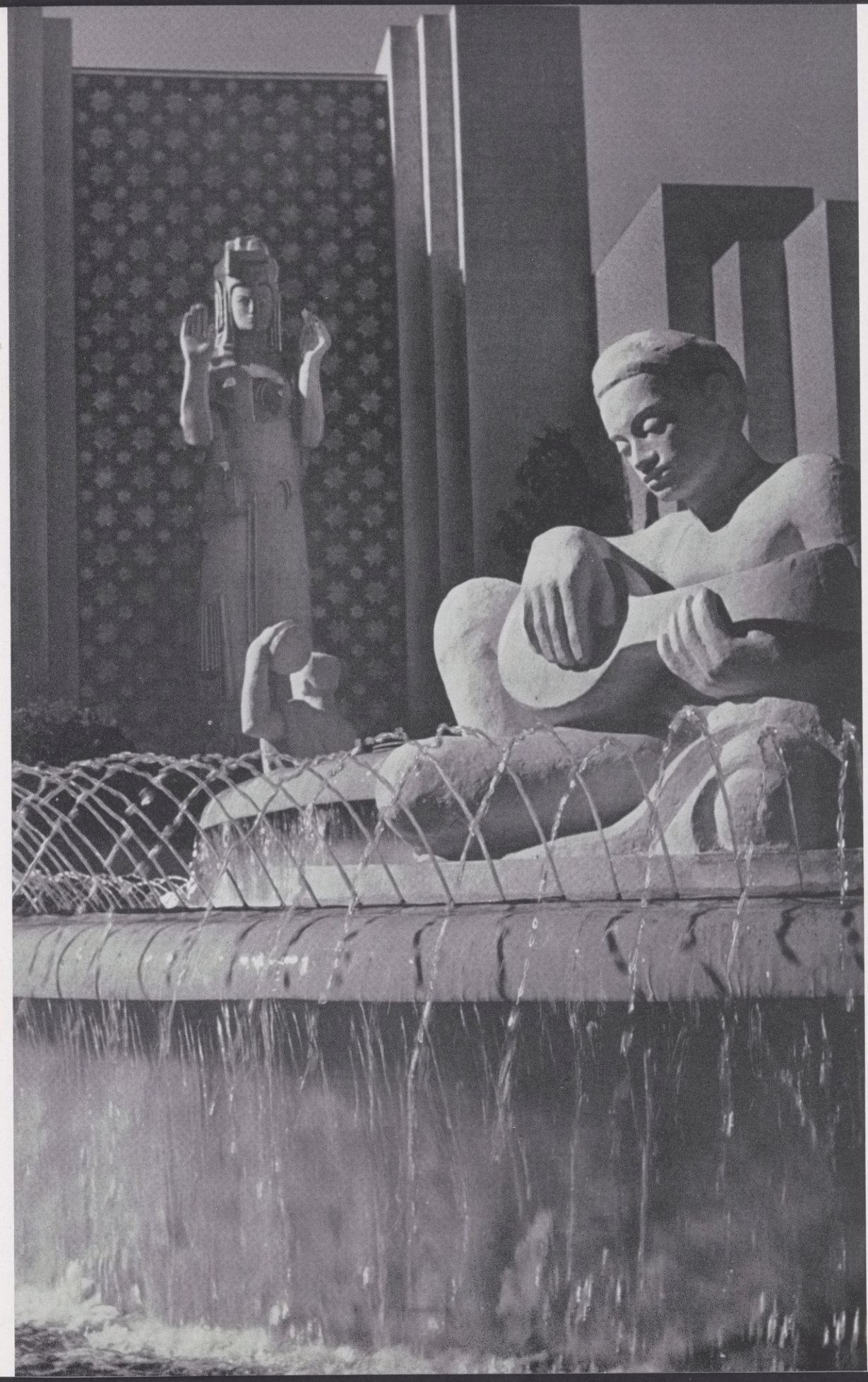
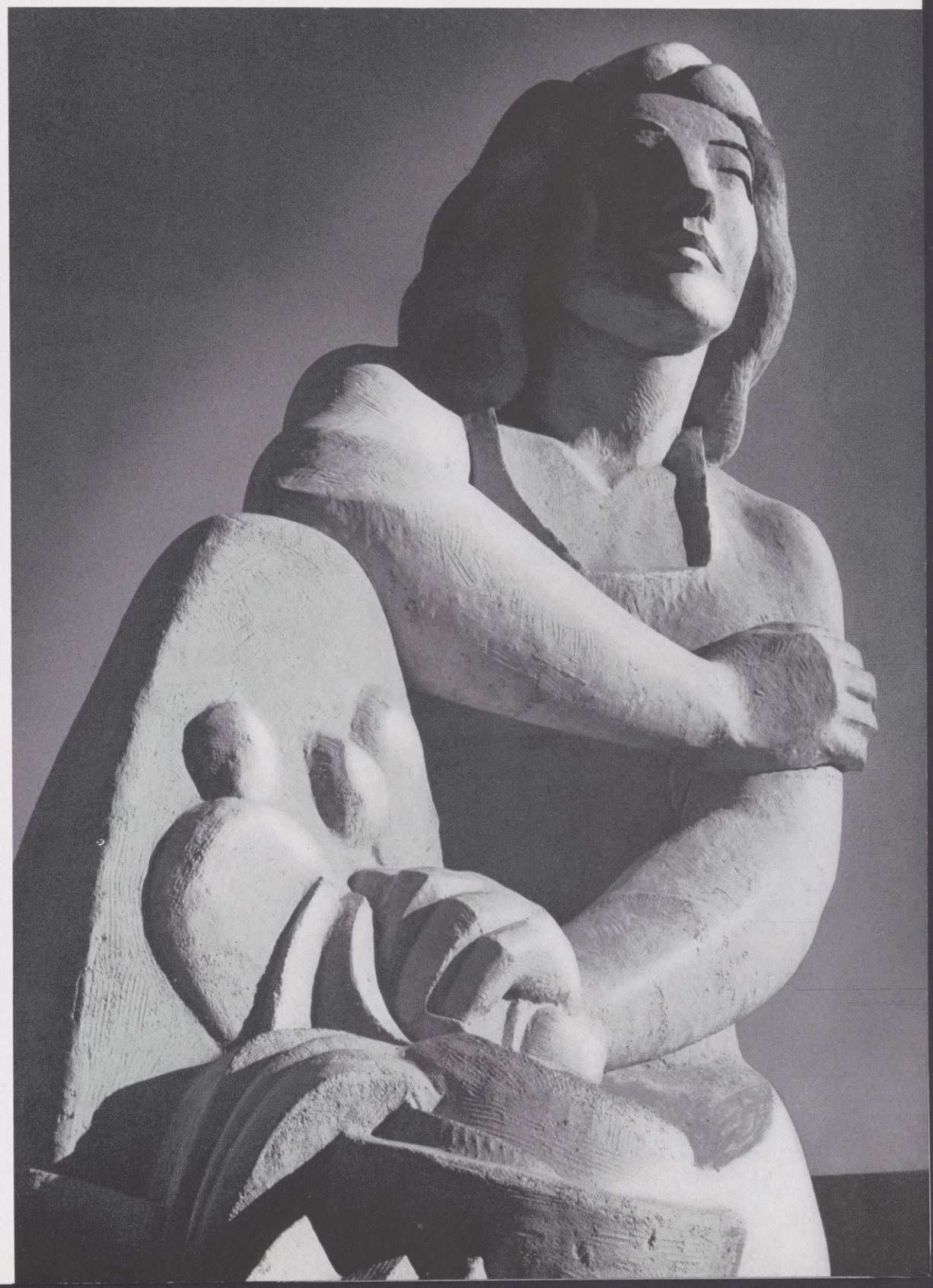




Heroic figures and graceful statuary lend charm to the courts of Treasure Island. Giant symbols of Pacific lands rim the Fountain of Western Waters while Evening Star reigns in the Court of the Moon.

Stately Pacifica enthralls the millions passing through her spacious court, dedicated to the heroic explorers of Pacific lands and oceans, and brilliant with the symphony of fountains and flowering gardens.





Beyond the Lake of Nations is the magnificent Federal Building, with its vivid panorama of American history and governmental services. Dramatic exhibits also tell the story of the American Indian and of National Defense, with daily programs featured in the Federal Theater. Here, too, is the world's largest mural, in which is depicted the Conquest of the West by land and sea.

Mighty trans-Pacific Clippers—the world's greatest flying boats—soar to and from the Orient, calling the Hall of Air Transportation their Treasure Island base. Here is the story of aviation, from America's earliest craft to a trans-oceanic airline in real-life operation. Nearby, the Fair's gardens are crowned by California's sunlit Hall of Flowers, where are gathered the rare, prize-winning flora of Western America.

America's foremost art exhibition, a $40,000,000 collection of masterpieces from the Occident and the Orient, has won the admiration of throngs in the Palace of Fine and Decorative Arts. Collections of rare books, tapestries and Pacific nations' objects of art have joined the displays of contemporary painting and decorative trends to complete the Fair's magnificent art show.

HALL OF WESTERN STATES
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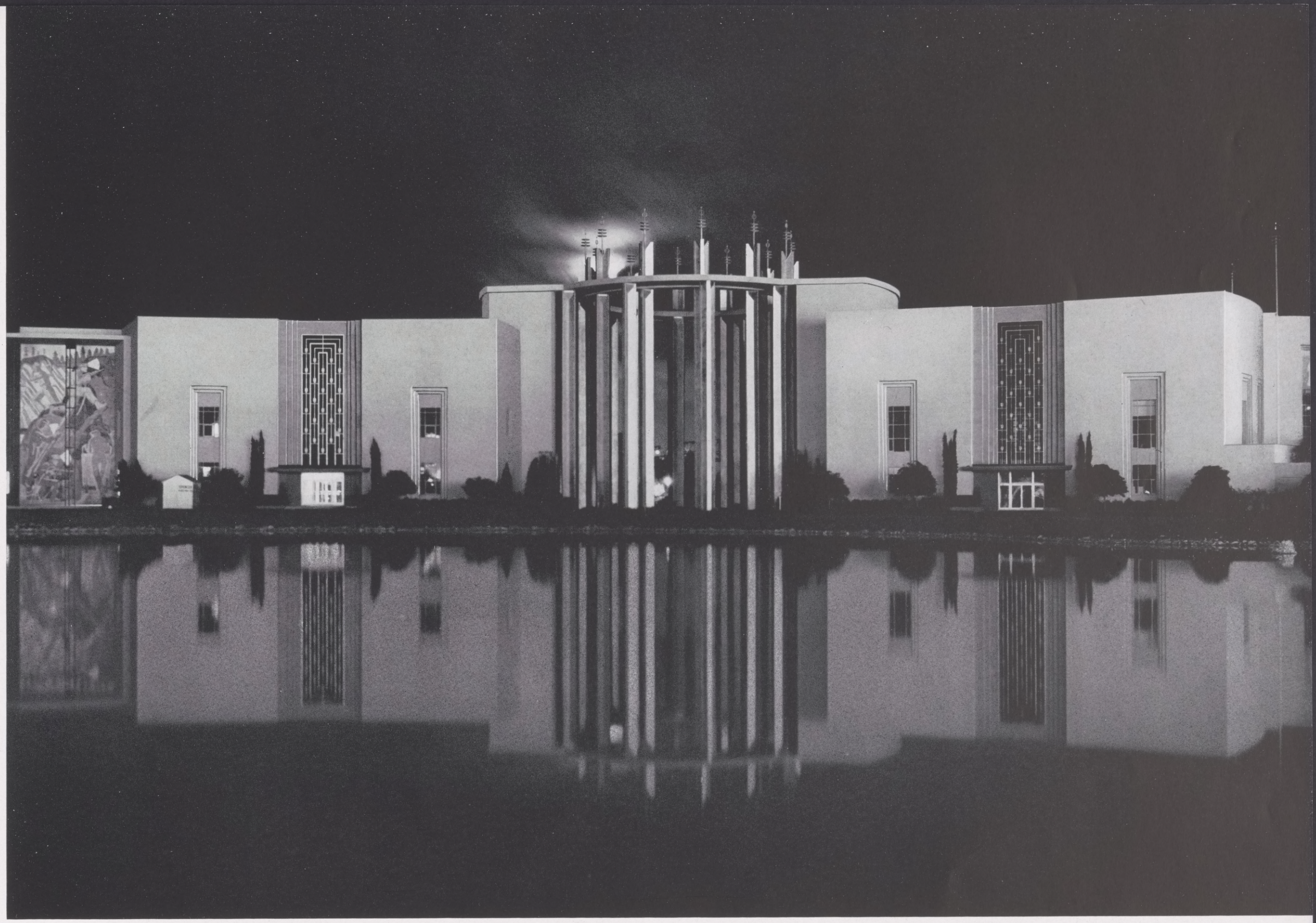
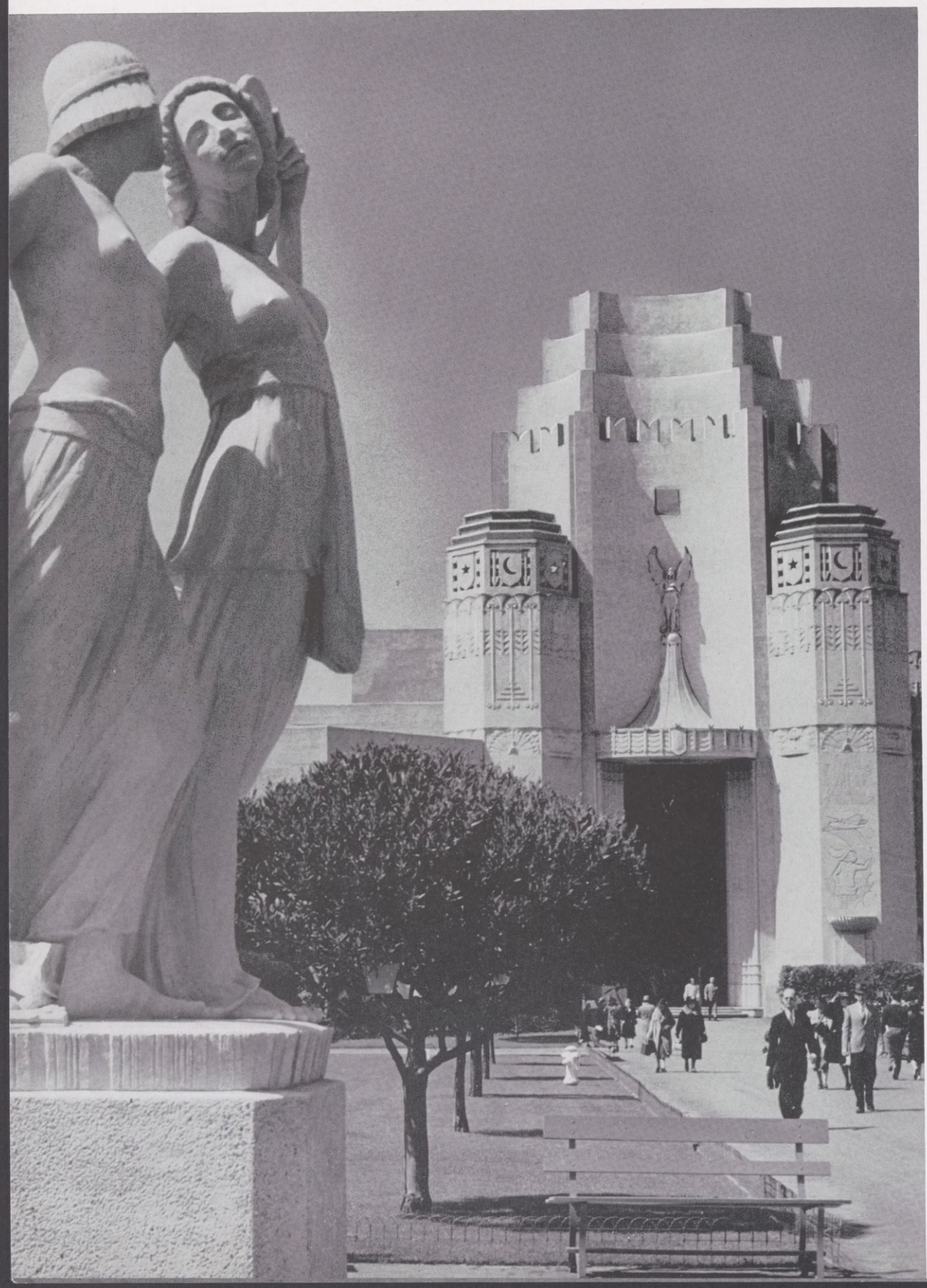
Old Cathay brings its traditional "Moon Window" to frame the splendor of the California Building. Visitors enter the gay, sunny gardens of the California courtyard from the patio of the Mission Trails, to rest awhile beneath flowering trees. California's hospitality extends greetings to Treasure Island's guests with the music of popular bands and the songs of strolling troubadours.



Mirrored in the shimmering Lake of Nations is the impressive colonnade of the California Building, dominating the pavilions of the Golden State that have joined in the role of host to the world.

Everywhere on Treasure Island, mingling with the procession of spectacular pavilions and muraled courts, are massive, sculptured figures of romantic legend and achievement from lands of the Pacific area.



The glamour of the Pageant of the Pacific gives way to festive merriment on the Gayway—Treasure Island's glittering city of thrill rides, oddities and fun, where crowds mingle in joyful spirit day and night.

Nightfall brings new enchantment to Treasure Island, as the Fair becomes a Magic City, afloat on a Sea of Light. In a changing veil of illumination, great walls glow in moonlight blue and rose, and fountains gleam in purple, red and gold. Festive parades of giant lanterns light towers and courts in a thousand rainbow hues, to be mirrored in many lakes and pools in shimmering beauty.

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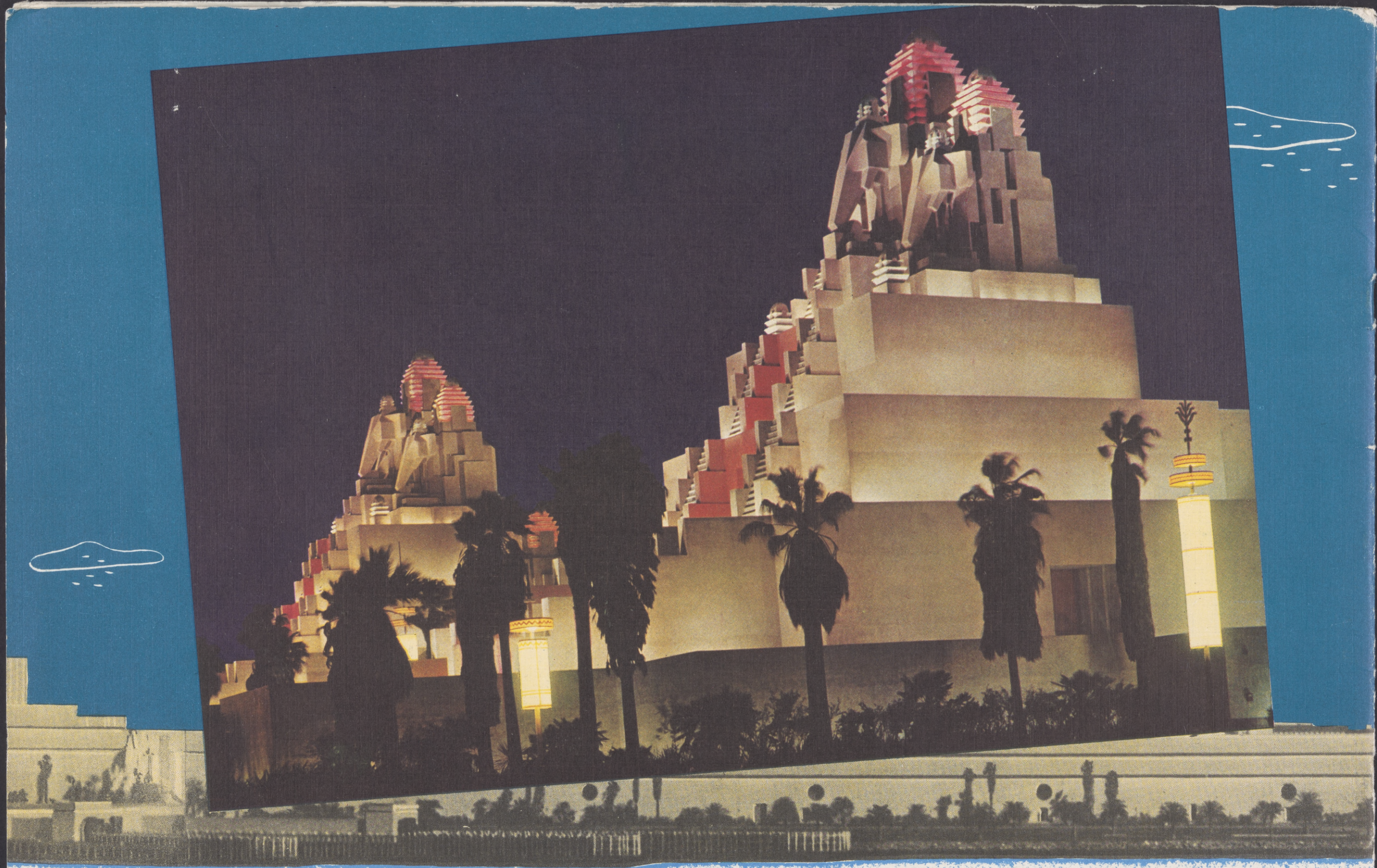
FRONT COVER, COURT OF FLOWERS; BACK COVER, ELEPHANT TOWERS, SHOWING TREASURE ISLAND ILLUMINATIONS, CREATED BY GENERAL ELECTRIC COMPANY.



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